



## Review LinkedIn

### LinkedIn

LinkedIn is a social network for professionals aimed at making connections between companies and professionals, all to achieve business. With a good profile you will be able to reach large contact circles, but you can also use your own offer search engine so you can see what is available

**LinkedIn** is the largest professional social network in the world. Very powerful and important, it is used to connect people with companies and vice versa, so you will find personal and company profiles. Launched in 2003, it has more than 500 million active users per day, only in Spain 10 million use it and you can find it in 200 countries around the world. Your mobile application is available for **Android** and **iOs** and you can **download it for free** in **Google Play Store** and **App Store**.

It is a community where you can find businesses and companies looking for workers and people looking for work. To be visible you have to have your profile well written and positioned, that will make the person who has to find you find you.

It is based on the personal file system in which each person fills in their personal data and professional experiences, as if it were a **virtual CV**. With it you will design your own strategy and you will get that dream job.

It is good to use techniques to position yourself in the labor market and be visible, its content is different from other networks, such as Facebook, in which we make relationships and connect with people, but more so with family, friends, and people in general. personal level. Here on **LinkedIn** we are talking about professional connections because the information we add in our profile is related to our working life, our professional training and experience, so it is not well seen to share personal things. It is not only a social network to look for work but you can meet individuals or companies to make collaborations, it is a network that must be taken into account if you want to work and meet people who are dedicated to the same professionally.

There is no specific age for this network, but it is a matter of interests: you find other professionals who work its image, freelancers, those who work for others or company managers, all together in one place.

Do not see **LinkedIn** just as an online Curriculum Vitae, it is much more. It is very important to keep in mind that this network must be worked on, a strategy must be had. With it, the **Connection Degrees** are created, with the information you put in your profile, it is the app itself that looks for other similar ones and thinks that they can fit with yours. These people that you include in your network are first degree contacts, but they in turn have another list that could also be interesting for you, these are the second degree. Do not close your market to only the known, explore the LinkedIn universe and connect with all those who you think are related to you.

LinkedIn is based on different pillars, the first thing to do is establish your personal brand by creating a good profile, there are a lot of things that have it compared to other social networks and it is not an intuitive network that you come to understand the First, then you have to be patient to know it because it is easy to use once you get the hang of it.

The main basis of **LinkedIn** is to create relationships, share content, because they unite you with others and thus create large contact circles. We talk that it is a social network because in the end you are the one who has to share content, interact with that of other users, create relationships and accept the requests they send you, in short, you have to have an active attitude regarding your profession and let you see.

With **LinkedIn** you have the possibility to get recommendations from other users, which will help you to get a job, you can ask your own contacts or unknown people that you have added to your list.

And most importantly, although it is said that **LinkedIn** is a social network, it cannot be forgotten that it has a search engine for job offers within the app itself. Making relationships is fine, but an active search will greatly increase your chances of finding a job. It collects them from all the other job pages on the Internet and makes them available to you together in one place, facilitating the search; You can customize it by adding filters such as location, date of publication, etc. The platform itself tells you which one fits best so that you don't miss any and you can send your CV to companies.

Pros	Cons
<ul style="list-style-type: none"><li>- Lets you find potential workers for your company.</li><li>- You can offer your courses.</li><li>- You have direct chat with people or companies.</li><li>- Gather in your search engine the offers of the rest of the job pages</li></ul>	<ul style="list-style-type: none"><li>- It is very slow to grow.</li><li>- Anyone can send you messages.</li><li>- Sometimes a lot of publicity comes.</li><li>- Notifications don't stop coming even if you remove them.</li></ul>

**Links Facebook:** <https://www.linkedin.com/company/facebook>

**Twitter:** <https://twitter.com/linkedin>

**Instagram:** <https://www.instagram.com/linkedin/?hl=us>

**Web:** <https://www.linkedin.com/company/english-home>

**Play Store:** <https://play.google.com/store/apps/details?id=com.linkedin.android&hl=en>

**Apple Store:** <https://apps.apple.com/gb/app/linkedin-job-search-news/id288429040>